IN THE CLAIMS

Please reconsider the claims as follows:

1-2.   (cancelled)

3.   (currently amended) The system of claim [[1]] 26, wherein said information stream is a video information stream, said broadcast distribution system is a cable television distribution system, and said terminal devices are each a set top converter box.

4-25. (cancelled)

26.   (previously presented) A system for transmitting information in a broadcast distribution system, the system comprising:

a)   a network headend for transmitting at least one digital information stream to a plurality of users, the digital information stream comprising a plurality of advertisements and at least one code corresponding to each advertisement, each of the plurality of advertisements comprising a continuous stream of I-frames for a predetermined amount of time at the beginning and end of each advertisement;

b)   a distribution network for transmitting the digital information stream; and

c)   a plurality of terminal devices interfaced to the distribution network for receiving the digital information stream, each terminal device including a terminal processor and a user demographic database that contains demographic information about a user of the terminal device, the terminal processor being programmed to compare each code for each advertisement with the demographic information in said database and determine therefrom which of the plurality of advertisements the user is designated to receive.

27.   (previously presented) The system of claim 26, wherein each advertisement comprises a data stream which is adapted so that during receipt of the data stream a decoder buffer is known to be at a particular state at the end of each advertisement.

28.   (previously presented) The system of claim 27, wherein each advertisement of the plurality of advertisements comprises digitally encoded data, and each advertisement of the plurality of advertisements contain the same amount of digitally encoded data.

29-30. (cancelled)